



Speaker Spotlight is on:



Phil Bruno

President of Treat 'em Right

Session I

Engaging the New Value Seekers

Monday, 10:15am-11:30am

Phil is a professional speaker, trainer and consultant, works with organizations to exceed internal and external customer expectations. He does this through engaging keynote speeches and training sessions. Bruno began his professional career in Corporate America looking for ways to meet the needs of his own organization, Anheuser-Busch.

When change is thrust upon you, how you react is key. Welcome to the Great Recession, where everything has changed and the food chain has been shaken, rattled and rolled.

Bruno says, "We are way beyond satisfaction now. The Experience Economy is upon us and if you don't know what that means, you need to slap yourself and dial in before it's too late... If you are not satisfying customers, you're just not in business anymore. People rate their entire experience when purchasing products or services between competitors. The new breed of employee is doing the same thing with their employment experience. You can't exceed customer expectations until you provide a very positive experience for your employees. "The answer, Bruno found, came from one of his clients who simply said you have to "Treat 'em right." Thus the name of his company.